UEF news

sept. 1935

Photo by Bender

More than at any other time in the history of our country, the eyes of America today are on Washington. More than ever before, it is the duty of every American citizen to take a keen interest in governmental affairs, to express his beliefs through established channels and to register his thoughtful convictions at the polls. The hope of Democracy rests with an intelligent electorate.

GREAT MESSAGES

RECENT years have witnessed strange changes in our economic and political life. There is growing up all about us an entirely new attitude toward government. In some quarters there is a feeling that the government is concerning itself too much about individual welfare; in others the sentiment seems to be that it is the duty of the government to care for all. The latter attitude, must, of necessity be reflected in taxes to be paid by those of us who feel that any work which occupies our hearts and hands and minds is better than no work. Whether these taxes are direct: such as the gasoline tax; or indirect: such as the tobacco tax, to cite two familiar examples, is not important. The important thing is to realize that virtually all funds expended by all governments are raised through taxation. Regardless of our business and political affiliations, we are all American citizens. It is with this thought in mind that we invite you to consider the following brief messages of two great Americans:

Abraham Lincoln, who rose from a laborer to become one of the immortal figures of American history, said:

"The prudent, penniless beginner in the world labors for wages for awhile, saves a surplus with which to buy tools or land for himself, then labors for himself another while, and at length hires another new beginner to help him. This is the just, and generous, and prosperous system, which opens the way to all, gives hope to all, and consequent energy, and progress, and improvement of conditions to all."

Woodrow Wilson, war president of the United States, said:

"I do not want to live under a philanthropy. I do not want to be taken care of by the government either directly or by any instruments through which the government is acting. I want only to have right and justice prevail so far as I am concerned. Give me right and justice and I will undertake to take care of myself. I will not live under trustees if I can help it. I do not care how wise, how patriotic, the trustees may be. I have never heard of any group of men in whose hands I am willing to lodge the liberties of America in trust."

UEF news

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Elmer I. Campbell, *Editor*

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SALES STANDINGS..Inside Back Cover

Wright Welcome

General Sales Manager combines business and pleasure on vacation trip to Pacific Coast

LEAVING New York on August 2, F. F. Wright, General Sales Manager, went directly to Lake Tahoe, California, to join Mrs. Wright and their two daughters who had preceded him by automobile.

Lake Tahoe, according to Mr. Wright, is known as The Lake of the Sky. With but one exception, it is the largest lake at its altitude in the world — 23 miles long by thirteen broad, 6,225 feet above sea level.

Salesmanager Wright is right welcome in every city that boasts a UEF representative, according to the Sees-All UEF News camera!

Many years ago Mark Twain visited Lake Tahoe and described his experience as follows:

"We plodded on, two or three hours longer, and at last the Lake burst upon us—a noble sheet of blue water lifted almost six thousand three hundred feet above the level of the sea, and walled in by a rim of snowclad mountain peaks that towered aloft full three thousand feet higher still. It was a vast oval, and one would have to use up 80 or 100 good miles in traveling around it. As it lay there with the shadows of the mountains brilliantly photographed upon its surface, I thought it must surely be the fairest picture the whole world affords."

Mr. Wright went to Lake Tahoe for rest, for calm, for peace and bliss—as who wouldn't after a spring and summer crowded with sales contests, business trips, a Sales Camp and Field Executives Training Conferences.

And Lake Tahoe, again according to Mr. Wright, is a place one leaves with renewed health and vigor and with strengthened courage to go back to business to wrestle with the problems that must be solved in the attainment of our sales quota of "5 Million More than '34 and 10 in '36."

When we expressed the thought that Lake Tahoe sounded like an ideal place to hold a UEF Sales Camp, Mr. Wright went on to tell us more about it. For example, strange as it seems, Lake Tahoe never freezes over in winter. This is due to its great depth and by the constant rippling of its surface by strong northeasterly winter winds.

Of course, that's a little beside the point of the advantages of Lake Tahoe as a summer camp site. More to the point is the fact that the Lake is dotted with summer resorts, summer camps, hunting and fishing lodges and private homes. The swimming is wonderfully refreshing and the fishing unsurpassable.

Lake Tahoe abounds in trout of various kinds, one of which is called the "cut-throat" because of a brilliant dash of red on either side of the throat. It takes a skilful fisherman to land one of these fish but when he does he is sure of the finest meal he ever had.

From Lake Tahoe, Mr. Wright went to San Francisco where he was welcomed at the branch and district offices.

From 'Frisco he journeyed down to Los Angeles and San Diego with District Manager Coffman where he again enjoyed "welcome home" gatherings; for every city on the Pacific Coast is "home" to Fred Wright.

Pacific District Christens August "Wright" Month

In honor of his visit, the Pacific District disregarded the calendar name for last month and called it the month of "Wright." And to honor that name every salesman in the Pacific District went to work to bring the District back into first place. (In July the boys of Eastern slipped ahead of Pacific.) When Mr. Wright got back to his desk in New York on September 3, he found that the promises of the gang from home had been fulfilled — Pacific lead the entire organization in

consolidated business for the month of "Wright".*

At this point it becomes your scribe's duty to relate that both Mr. Wright and Mr. Coffman suffered a major catastrophe on their return trip from Los Angeles. They lost, not only figuratively but actually, their shirts. But why stop at shirts? They lost their sox, their shoes, their collars, their ties, their suits, their business papers—or, in one word, everything!

For the benefit of those who may jump to conclusions, we hasten to add that they lost them honestly. Or did they? The story is that they gave their bags to a porter to place on the train for them. When they boarded the train they discovered that their luggage was missing and that the porter was entirely non-existent.

Despite this incident, which might shake the faith of a less loyal son of California, Mr. Wright is of the conviction that business on the Coast is picking up. (Apparently somebody's business was "picking up.")

"Good rains have brought good crops and the crops, in turn, have brought good prices," Mr. Wright said. "The entire Coast seems to be in wonderful shape, economically. General business is better than in any other part of the country. This may be due to the fact that it is on a sounder basis. There has been less governmental activity there than in many sections of the nation and the recovery which the West is now enjoying has its roots in the fundamental soundness of business conditions there.

"The District Managers Contest has been jacked up, by the three leading districts, to $600 for the top district and $300 for the district finishing second in addition to the $250 for the district to finish first in the lower bracket.

"The branch managers up and down the West Coast are taking the contest very seriously and regardless of how the race turns out, I believe that it will not only result in a spirited contest, but the desire of the various branches to participate in the prize, will mean increased commission checks for every man who goes into the contest to put his district on top of the pile."

Back to Lake Tahoe

Although Mr. Wright returned directly to New York from San Francisco, we turned the conversation to Lake Tahoe again before bringing our pleasant interview to an end.

Being an old pond and lake man, ourself, we were anxious to obtain more details about Tahoe. The name, it seems, comes from the Indian and has a variety of meanings. Some say it means "Silver Lake", others "Limpid Waters" and others "Falling Leaf." And each set of believers has a beautiful Indian legend to substantiate his claim. The one about "Falling Leaf" is patterned after our own story about the hen who was struck by a falling leaf and immediately threw the whole barnyard into a panic by spreading the news that the sky was falling. The Indian legend has a falling leaf being turned into a vast lake to cut off some evil pursuer.

On the factual side it seems safe to say that Lake Tahoe was discovered by John C. Fremont, the explorer, in February, 1844. Since then it has been rediscovered by millions of Americans who return to it as frequently as possible. Many feel that the Fountain of Youth is this beautiful Lake in the Sky of which California and Nevada are equally proud.

**Since this business was not all billed in August, Eastern again appears at the top of the list.*—EDITOR.

Sidelight on "Wright" Month

August was "Wright Month" in the Pacific District and as part of the activity of the month H. K. Ehrsam, branch manager shot this letter to his salesmen and sales agents:

"Fred Wright is 'home' for a visit among his friends of the Pacific District.

Bill Coffman, as District Manager, is almost burning up his slide rule trying to figure ways and means to hang onto his slender lead for first place.

Jeff Fink, the wily manager of our Seattle office seems to feel that he and his go-getters are pretty hot this month and boldly states that they expect to secure a higher percentage of machine sales quota this month than we of the Portland office can get on our board. Under the circumstances, am confident that everyone of you will insist on celebrating Fred's homecoming by doing two things:

First — Driving our high-stepping friends of Seattle into the storm cellar with a flood of Portland orders.

Second — Helping to relieve Bill Coffman's anxiety regarding the position of Pacific District at the head of the parade, by giving him the best August in Portland history.

If, (and I personally know you *will*) you do the above, we will all be able to greet our sincere friend Fred Wright in this office on August 26th, with a feeling of pride and satisfaction.

It is up to you, *MEN*, get those orders and get 'em early.

Last month it was the battle of the Rockaways and the Montanks —now it's the battle between Portland and Seattle — all of which means '5 MILLION MORE THAN '34 AND 10 IN '36.' "

The outcome of this battle is indicated in the usual place—the inside back cover.—Editor.

Typewriter Party

HERE'S a suggestion for salesmen who contact schools. It is an interesting stunt that any commercial teacher might like to use. Elsa M. Pille of the Los Angeles Junior College used it very effectively with her typing class.

She describes it in *The Business Education World* as follows:

"Last year I gave a progressive typewriting party, followed by a guessing game, which proved immensely entertaining. The typewriter tables and chairs were arranged as for a progressive game of Bridge, the couples making the fewest errors moving forward to the head table. Each student was given a tally, the inner pages of which were sealed.

At the completion of the progressive typing event, the students were told to break the seals and see how quickly they could find the answers to the questions listed under the heading, "Found on the Typewriter." We used the following fifteen questions but others could be asked as prompted by the ingenuity of the teacher:

1. A reigning beauty..... (Bell)
2. A geometric figure..... (Cylinder)
3. A fashionable conveyance of the gay Nineties..... (Carriage)
4. Something found on doors and drawers ..... (Knobs)
5. Instead of eight there are but two, nor are they made of flesh and blood..... (Paper fingers)
6. Had the ancient Archimedes had one long enough, he could have moved the earth ..... (Lever)
7. Possessed by the House of Rotschild ..... (Banks)
8. A series of musical tones..... (Scale)
9. A bird dog..... (Pointer)
10. A medieval instrument of torture ..... (Rack)
11. A mechanical computator.. (Tabulator)
12. Something burglars disdain to use ..... (Keys)
13. Extremely irksome to speeders ..... (Stops)
14. A danger to ships..... (Bar)
15. This last is something easy.
    Guess it if you can;
    Often found on women.
    But rarely found on man... (Ribbon)

At the 1935 Sales Camp, a talk on:

Controlling Salesmen's Activities by Territorial Units

was given by

C. H. Bolton

Following is a digest of his discussion of this subject

CONTROLLING Salesmen's Activities by Territorial Units" is, I feel, a very important subject for consideration by Field Executives. Without the proper and active control of salesmen's activities we are jeopardizing our opportunity for making quota.

There are several schools of thought on this subject, and they all have much merit. Possibly the most popular in use is recording the salesman's production in dollars to watch his progress in his territory as a whole. I should like to approach this subject from the angle that more good calls per day spread over all units, properly recorded and controlled, will take care of the volume of business to be secured from a territory. This work must be done before the sales can be recorded.

We have operated under several plans of breaking down territory in the past, namely, territories formed of units, territories formed of enterprises and territories formed of sections of a city. I feel that our present plan of territories formed of units is the best and most operative plan. It gives an opportunity to control a salesman's activities in covering his territory. It makes possible a better and more equal distribution of territories. It simplifies the problem of withdrawing territory from a salesman when business conditions make it necessary to add to the sales personnel.

The breaking down of the total number of units assigned to an office into the proper number of territories is a most important factor, and should be carefully done. In doing this, major thought should be given to equality of territories. We must not build territories to the salesmen—we should build salesmen to the territories. The ideal plan is to know the approximate value of each unit. Pick out one of the best units for each territory, then one of the second best, the third best, etc., until all units are equally distributed. Some consideration can then be given to switching units of equal value from territory to territory to bring the units of a territory more closely together. However, this is a secondary consideration, as a properly directed salesman will arrange his activities so that he will concentrate on sections by units, and not jump all over his territory in a day's work.

After assigning equal territories to the salesmen we must see to it that the proper amount of activity takes place in each unit. It is an accepted fact that the tendency of the average salesman is to shrink his activity until it narrows down to a few concerns leaving the balance of his territory inactive, a virgin territory for competition. This condition comes about unintentionally, and it is our job as managers to prevent its occurrence, and to correct it if it has occurred. We owe this much to the salesmen, to ourselves, and to our Company, as it materially affects the income and progress of all.

Realizing this condition, I began a study of the situation, with the thought in mind of devising a system requiring the least amount of clerical work, but which would give the managers the best control possible, and the salesmen the most assistance in properly soliciting the territory. I feel I have accomplished something toward this end, and have had it in operation in the Accounting

machine division of Central District since the first of the year. Some of my offices have already extended it to the typewriter and adding machine divisions. I will now endeavor to outline this simple but effective system to you.

We have available a 3 x 5 printed form for use of salesmen in reporting individual calls. This is known as the 556 report. Salesmen are to make up a 556 report (properly filled in) on each call when an actual interview is obtained, or definite information secured. Experience has taught me that individual call reports are better and more effective than listing the day's calls on a single report. The individual call report saves clerical work in this system, as it allows the salesman to prepare the report used in the files, and avoids the necessity of copying it.

The salesmen turn in the 556 reports daily to the manager or his assistant. These reports come in from the outside salesmen as well as the city salesmen. Reports are analyzed, and those showing a satisfactory call are sent to file —others are returned to the salesman with comments. These reports make an excellent basis for the manager or his assistant to use in interviewing a salesman. If a salesman is not making the proper number of contacts a day, this condition is determined at the time, and is not permitted to continue indefinitely, as the number and the type of 556 reports turned in daily definitely tell that story.

I cannot put too much emphasis on the importance of having the manager or his assistant secure the 556 reports from the salesmen daily, and analyzing them so as to know the number and value of the calls each salesman made the previous day. This is the first step of territory control and the most important.

To control properly the salesman's activities by divisions, establish a 3x5 file by divisions, (Typewriter, Adding Machines, Accounting Machines). Have an index card for each salesman in a division. File back of each salesman's card an index card for each unit he handles. All units in an office appear in this file in each division. The 556 reports which have been accepted by the manager or his assistant as representing satisfactory calls are sent to file. As each report is filed, the preceding report on this concern (if there is one in file) is removed. Only one report remains in the file on any one concern, that being the latest 556 report, representing the most recent call made on the concern. This gives you a file of all the concerns in each unit which have had satisfactory calls made on them from a given date. In Central District we started January 1, 1935, so we know, in the accounting machine division, just which concerns have been interviewed in each unit to date this year.

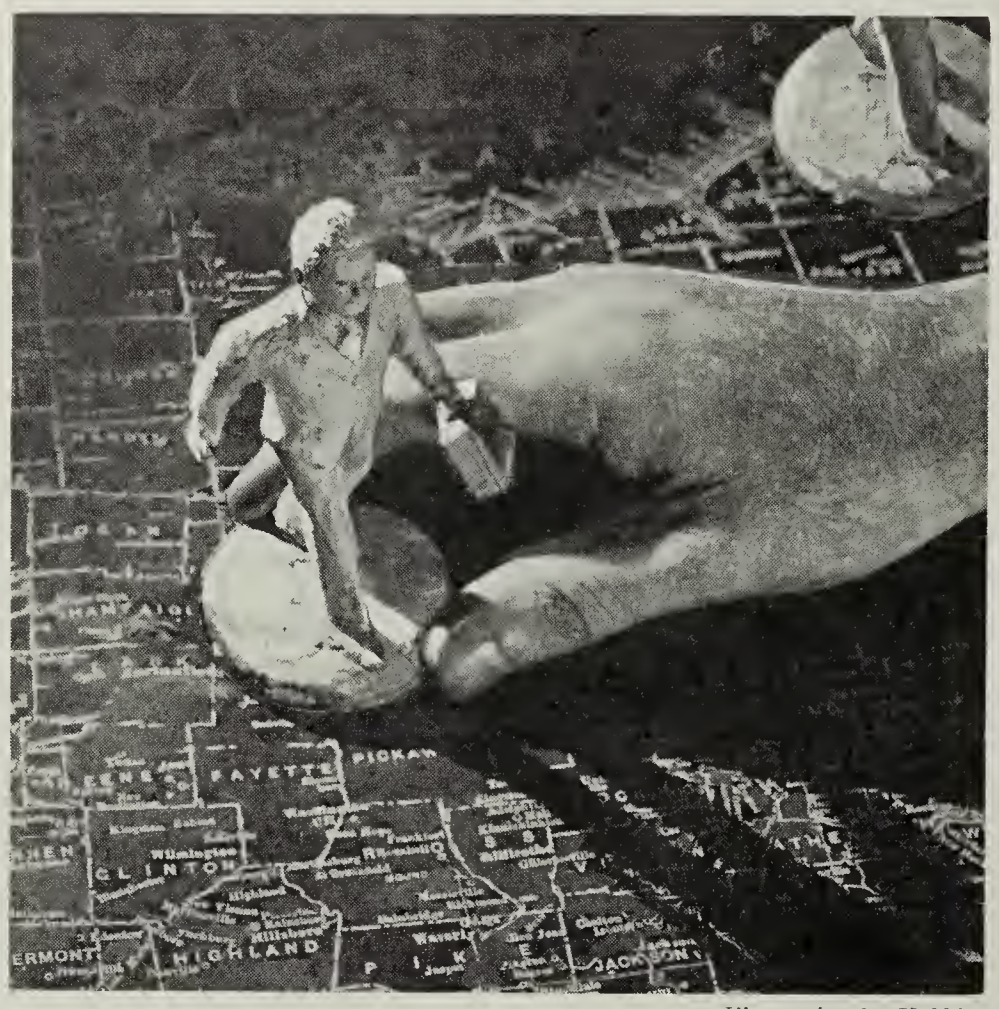


Illustration by Hobbins.

Territorial units afford a control over salesmen's activities.

You will note I have only advocated breaking this control down by divisions — namely, Typewriter, Accounting Machines, and Adding Machines at this time until it becomes thoroughly operative. Later on we may break the control down further to control the different products in each division.

The first of each month have a clerk type a separate report on each salesman's territory, listing all his units by number, giving the number of concerns interviewed year to date in each unit. This information is obtained by simply counting the number of 556 reports filed back of each unit index, as there is only one report on file for each concern — namely the latest. This report very readily shows the salesman the units he is neglecting and automatically urges him to make additional calls per day. It shows the same thing to a manager, and points out to him which units of territory are not being properly worked so that he can take the necessary action.

Any concern on which an interview has been had and reported satisfactorily enough to send a report to this file, certainly should be followed up periodically. We, in Central District, work on the basis that a concern should not be allowed to ride, without a recall, for more than 60 to 90 days. After the clerk has finished the listing of the number of calls by units in a salesman's territory, she goes through the file again and lists the name and address of all concerns that carry a dating of three months or more back. Specifically, the report made up on July 1 would contain a list of all 556 reports in this file which carry an April or before dating. This gives the salesman an excellent follow up list, and as soon as the new 556 report comes in on one of the concerns listed, it eliminates the previous call and the matter does not come up again until another 60 to 90 days goes by without a call. If a call listed on the July 1 report is not followed up it will come up again on the August 1 report.

If a unit is transferred to another territory, the 556 reports year to date go with it. If a territory is open, it is reported as it stands year to date. A new salesman continues with the records where the previous salesman left off.

In Central District, we find this has been an automatic urge to salesmen to solicit their territories, as it keeps before them an up to date report of their activities. They are beginning to depend on the recall list which seems to be of considerable assistance to them.

We are not attempting to follow the

(*Continued on page* 20)

"That gol durn agent sed this yere contraption wuz a writin' machine, but it ain't writ a word yet."

In response to many requests from readers, we offer a bit of fiction. This time, a kidnapping story by the author of the recently-published; "Small Talk for Small People."

BROK

By FLEU

ILLUSTR

PAU

"... a ransom note, crudely written on an old typewriter ..."

IRON bars glared menacingly at him from his cell window.

Bill Gifford lay tensely quiet on his cot. Desperately he tried to think, head whirling in bewilderment. How had it all happened? A few days ago: freedom and happiness; now: this——

ARRESTED FOR KIDNAPPING EMPLOYER'S SON

Step by step Bill went over the events of the day of tragedy.

First, the ride down to school to get little Jack. It had been a happy trip; full of thoughts of Jane, who also worked in the well-ordered home of John C. Anderson, as governess. . . .

Jane loved him, trusted him. They had planned to be married when they could save enough money. . . .

. . . There was that long wait at the school but that was not unusual. Little Jack was mischievous; probably kept after school again . . . the other chauffeurs drove off quickly with their little charges, leaving Bill waiting alone. . . .

Finally, impatient, he entered the school building only to be told that the little boy had left a full hour before. . . .

He might have gone out the Elm Street door and driven home with the Bemis boy. . . .

Bill made the car hum over the road going home; ran quickly upstairs to the nursery, expecting to find the young rascal sitting at the early supper table with little Peter and baby Sue.

Dismay hit him. The lad's chair was vacant.

"Where's Jack?" Jane asked with her usual gay smile.

"Isn't he here, Jane? I've been waiting at the school for an hour. They told me he'd left. I thought——"

Jane rose from the table, white and alarmed. Bill tried to comfort her with assurances but in his throat something suffocated.

After that, long days of anguish.

The grief-stricken parents frantically sought news of their boy in a nightmare of suspense and discouragement. They determined to keep the police out. Nothing must interfere with the return of their darling son.

Finally, toward evening of the second day, a ransom note, crudely written on an old typewriter, some of the letters, particularly the e's, scarcely distinguishable, arrived through the mail.

```
Leave $50,000 in small
currencyin the POor BOX
of theold church by the
LAke at midnight. Be
Alone or youwill never
see your child alive.
```

EN &'S

CONKLING

IONS BY

VEBB

At midnight, John Anderson went alone to the church with the cash in cleverly marked bills, left it in the Poor Box as directed; returned home and waited. Waited fruitlessly, two torturous days and nights. Then, in despair, he called in the police who filled the house, searching, questioning, suspecting everyone.

A web began to spin around Bill. Where was he during the hour the child disappeared? Could he prove his statement?

No.

The web began to tighten. Only Jane helped. She knew. She never doubted him. But suspicion, with its leering eyes, stared at him in the stricken home. Lewisohn, John Anderson's secretary, gave him a heartening word but even he was afraid to show his sympathy before the others.

Could he use a typewriter? was the next question fired at him.

Yes, he could. As a little boy his father had begun his education that way; had painstakingly taught him to type his a. b. c.'s; then to copy the tent-like A's, the curly B's, the C's like broken hoops in his own childish hand. Later, in high school, he had worked eagerly at his typewriting and shorthand course. When he graduated his father had given him a shiny new Underwood portable.

Then his first job as a clerk and his rapid advancement to position of secretary to the President of the bank. But the crashing of Bill's hopes had come when the bank closed its doors never to reopen them. Circumstances landed him (temporarily, he hoped) in a chauffeur's job. Well, he'd met Jane. It had been worth it.

Did he still own the typewriter? the detective wanted to know.

Yes. He knew his machine was in perfect condition. An examination of the type would show the ransom note was not written on his machine.

They looked for his Underwood, searching ruthlessly in his small quarters. *It was not there!* But under the shelf of books by the window was a loose molding. It was quickly pried off and there, tucked away, were two of the ransom bills.

Even then Jane's eyes hadn't wavered. Only a deep determination shone in their deep blue and loosed a little the stifling grip of the web.

Lewisohn became more kindly. He had always liked Jane. Well, Bill wouldn't worry about that. Jane was his girl. She would help if she could. But everything was so black, so overwhelmingly thick. . . .

He heard hurried steps in the corridor. Then Jane was there, eyes shining, voice tremulous.

"Bill! Bill! Little Jack's back." She was half-crying, half-laughing. "They found him on a lonely farm owned by Lewisohn's brother.

"They've arrested Lewisohn. Last night I saw him around the boat-house. He looked sneaky. This morning I found some bad scratches, freshly varnished over, on one of the skiffs. It looked

". . . 'I dived around that lake for two hours' . . ."

as though some heavy object had been dropped on the stern seat.

"I got into my bathing suit and rowed out to the middle of the lake. You know how I like to dive——" Jane stopped to catch her breath—"well, I dived around that lake for two hours. The water was lovely and clear. Finally I saw something gleaming among the rocks 'way out by the island.

"I found it. Bill! I found your Underwood. Of course, they found immediately that it hadn't been used to write the ransom note."

"You can go now, Mr. Gifford." It was the guard, unlocking the cell door.

"Lewisohn finally confessed, Bill. They broke down his alibi and found spots of varnish on his trousers.

"You're free, Bill dear. Free! Mr. Anderson's waiting for us in the car. But he's got a new chauffeur."

Bill's face fell. Was this his reward for loyal service?

Jane threw her arms around his neck. "Don't look so downhearted, darling, I haven't finished. You are now Mr. Anderson's private secretary."

Bill gulped and held her tightly in his arms.

Jane's voice broke and tears of happiness filled her eyes. Woman-like she was indulging in a happy cry of relief on a strong man's shoulder.

Walter H. Blaney, veteran typewriter man, says: "I like New York."

Two Appointments

H. J. Crewdson announces addition of W. H. Blaney to his staff

Frank A. Knowles becomes Branch Manager at Birmingham

LIFE has a way of running in cycles. So it seems, at any rate, to Walter H. Blaney who, on September 3, became Assistant to the Sales Manager, Typewriter Division, at New York.

The cycle started in 1916 when Mr. Blaney, then branch manager of the L. C. Smith office in Birmingham, tendered his resignation to M. S. Eylar, then sales manager for L. C. Smith, to join the Underwood Typewriter Co. at Cincinnati as a salesman in the bookkeeping machine division, under C. H. Prentice, now branch manager, Boston.

Soon after Mr. Prentice was transferred to the Pittsburgh branch, Mr. Blaney followed and, after a few years there, was transferred to Birmingham as Branch Manager for the Underwood Typewriter Company.

Now, located at 342 Madison Avenue, he is within easy hailing distance of Mr. Eylar with whom he thought he had parted company nineteen years ago.

As J. P. P. Penner puts it: "It just shows to go you."

Another angle of Mr. Blaney's business cycle is that it has brought him back to the North after an absence of thirteen years.

Mr. Blaney enjoyed the tempo of life in Pittsburgh and feels that New York will offer a similar reaction. Although he fitted himself into the less hurried life of the South he is happy to be back in the more restless North.

To his new work, Mr. Blaney brings the experience gained during more than a score of years of close association with the typewriter industry. He also brings an amazing capacity for hard work and an enthusiasm which grows with the years.

No less important, he brings with him the sincere wishes of his hundreds of friends and associates throughout the UEF organization.

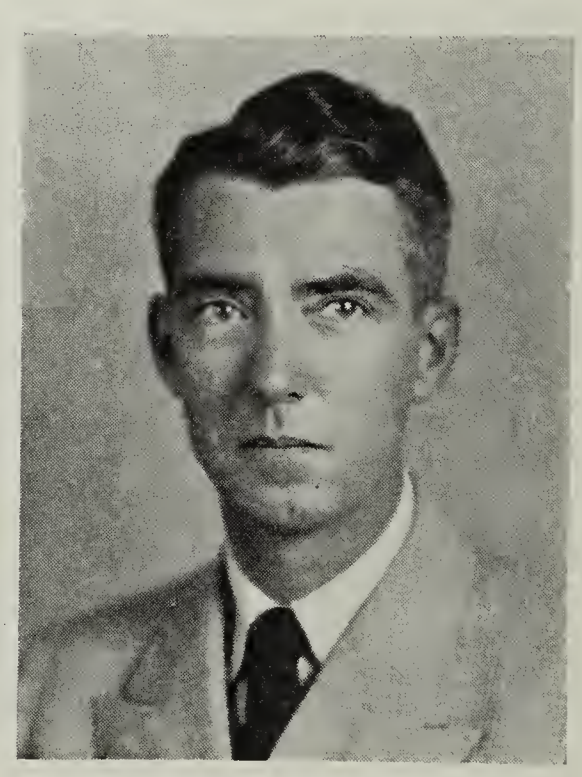
Mr. Blaney is a golfer of no mean calibre and also enjoys sports having to do with rod, reel and gun. Yes, girls, he's married.

Frank A. Knowles

WHEN asked to name his own successor at Birmingham, Mr. Blaney unreservedly recommended Frank A. Knowles, typewriter salesman of ten years' standing.

Mr. Knowles began his typewriter career as a cub salesman in country territory in northern Alabama in 1925. He "grew-up" so rapidly that when there was an opening in the city territory Mr. Knowles was transferred.

This suited him right down to the ground because the lady who was about to become Mrs. Knowles wanted to live in Birmingham.



Frank A. Knowles

No one was more surprised than Mr. Knowles himself when he was informed of his appointment. In fact, he had to hear District Manager Hagan confirm it before he could bring himself to believe it. When, finally, he was convinced he did what you or I might do, he ran home to tell the good news to Mrs. Knowles.

Mr. Knowles moves into Mr. Blaney's office with the comforting reassurance that he has the unqualified support of every member of the Birmingham organization.

Prologue to Fishing

By Alfred Jensen

Photos by Fred D. Lehn

Fred Greis shows one of the big ones he pulled in while Al Jensen looks on admiringly.

Cast of characters: *Bill Arnold, Jim Donovan, Charlie Duncan, Fred Greis, Al Jensen, Fred Lehn and Bill Stewart.*

Scene: *A small hotel in the quaint village of Riverhead, Long Island.*

Time: *One night in June.*

THE action of this little drama takes place in the bedrooms of certain UEF fishermen who had retired for the night, as follows: at one end of the hotel was a three-room suite entered from a small private hall. One of the rooms had already been engaged by a stranger; Charlie Duncan was in the second and the two Freds in the third. Far removed from this suite Jim and Bill Stewart found a room; while, still farther away Bill Arnold and I found another.

In preparation for a daybreak start for the fishing grounds all hands had retired early, with doors carefully locked as a safeguard against the recurrence of incidents of previous trips. Apparently all was quiet.

Soon after midnight, however, Fred Lehn was awakened by heavy and labored breathing. His first thought was that his roommate, Fred Greis, was in distress but before he could call out he was thrown into a panic by a large, rough, warm, wet object that moved slowly across his face. Filled with alarm he called out: "Fred! Fred! There's something strange in our room."

Fred awakened with a start and switched on the lights.

Lo and behold! There between the twin beds was an enormous dog, the size of a small pony, accompanied by the belle of the village, not much larger than a poodle. They stood and stared . . . both men and dogs . . . each pair too frightened to move.

Front row, left to right, UEF fishermen Jensen, Greis, Lehn. Second row, Stewart, Donovan, Arnold, Duncan.

Within an hour Fred Lehn finally mustered enough courage to try to persuade the dogs to leave the room and as he crossed to the door his foot encountered something soft, cold and clammy. Not daring to take his eyes off the big dog, Fred continued to the door and then, with the door safely locked and the dogs on the other side, he leapt to the bathroom to examine his foot. To his complete relief he found that he had stepped into about two pounds of raw hamburger, evidently the bait used to lure the dogs into the room.

"Strenuous exercise". Left to right: Charlie, Bill, Al and the other Bill. Standing, Fred. Jim is busy with something at the rail.

The midnight intruders and their partners in crime.

But how? When they retired they had *locked* the door! Unable to cope with the mystery at that hour they resumed their slumbers and when daybreak came they burst into Charlie's room to tell of their experience. In the midst of assuring the two Freds that they had had a nightmare, Charlie was amazed to see two dogs walk into *his* room!

Later that day, while discussing the dog incident out on Peconic Bay, a stranger interrupted to say that two dogs had mysteriously entered *his* room during the night!

Then Bill and I had to break down and confess that we were the culprits. After Fred had let the dogs out of his room we thought to put them into Charlie's but by mistake opened the door of the stranger's room. When we discovered our mistake we released the dogs from that room and, as we couldn't get Charlie's door unlocked with our pass-key, we shut them up in the private hall for the rest of the night.

. . . and the Epilogue

As for the Epilogue: It was a great day for fishing. We caught 65 weakfish and 100 porgies, the catch totalling well over 300 pounds. On the return trip all hands stopped at Al Jensen's home, from which each emerged with a large package of fish for home consumption. The balance of the catch was turned over to the local Police Department and was received with profuse thanks and compliments on our piscatorial skill—a skill which was not in evidence at Montauk!

So endeth a *true* fish story.

ENGLAND: Many samples of artistic typing have been published, but this outdoor scene, a copy of a wood-engraving by Waldemar Bernard, is one of the finest. This painstaking work, which carefully carries out the feeling of the original, was done on an Underwood Special by Miss L. Ford of Messrs. Shand Kydd Ltd., London. UEF NEWS artists who have seen it are amazed at Miss Ford's ability to use an Underwood for so artistic a purpose; and to do it so skillfully.

NEAR EASTERN rep
R. C. Hofer, Contine
rector; J. Khouri, S
Christoforides, Cyprus

News an
From Fore

England

Bristol

On June 25th the Bristol office moved into new quarters at 61 Victoria Street, where a newly-equipped Showroom, Service Depot and Underwood School of Commerce will enable this branch more adequately to deal with its increased business.

A newspaper advertisement appearing in the Bristol *Evening Post, Evening World* and *Western Daily Press,* announcing the change of address, contained messages to business men and parents, calling attention to the facilities for sales, service and education at the new and enlarged quarters.

The Bristol newspapers carried extensive news articles in connection with the removal of the Bristol office. One paper, writing of the school, said:

"It would be difficult to find a better-equipped or better-fitted school than that on the first floor of the Underwood Building.

"There is accommodation for about 70 pupils for shorthand and typing. These are divided up into classes, under two certified teachers.

So steady is the demand for an Underwood-trained typist that not long ago Mr. R. L. Hooker, who is in control at Victoria Street, put up a notice in his windows advertising "Situations Vacant."

Brighton

The Second Annual Conference of the Scholastic Staff of the Underwood Schools of Commerce was held in the Gresham Room of the "Old Ship" Hotel, June 12 to 14.

Among those in attendance were E. A. Trefzger; E. H. Newnham, Manager, Branch Schools; H. Monk, Manager, Brighton Branch and Mr. Maxwell Crooks, author of several books on typewriting, including *The Keyboard Mastery Course* in use at the Underwood Schools.

The program of the Conference covered every phase of commercial education and included talks by Miss F. A. Hood, Hanley; Miss G. Armour, Liverpool; Miss M. Flude, Leicester; Miss B. Heads, Newcastle; Miss E. Kingdon, Hanley; Mr. L. A. Terry, London University; Miss W. Crowther, Manchester; Miss S. Wenham, Southampton; Miss M. Hutton, Birmingham; Miss E. Main, Chester; Miss N. Samways, Coventry and Mr. E. H. Newnham.

In his address of welcome, Mr. Trefzger stressed what he considers to be the four essential points in the business world — thoroughness, orderliness, punctuality and neatness.

SPAIN: A new branch at Zamora, opened recently by Gaspar Trumpy.

ENGLAND: The Scholastic Staff o
session at Brighton. Standing: l. t
E. H. Newnham, Schools Manager;
well Crooks, au

ntatives: left to right,
European Sales Di-
; E. Gromb; C. M.
d D. Wengrinowitsch.

d Views
gn Lands

Before the Conference was over it was necessary for Mr. Trefzger to leave for America. The conferees sent him a telegram on board the *Normandie*, thanking him for his interest and wishing him *bon voyage*.

London

When Eddie Cantor's picture, *Kid Millions*, was being shown in the United Kingdom and the Irish Free State we co-operated with United Artists by installing special window displays in all our branches.

AFRICA: Gaspar Trumpy's new branch at Tangiers (Morocco.)

A large window streamer was sent to all branches and sales agents showing Eddie Cantor writing on his Underwood Portable and carrying the caption "Eddie Cantor Finds a Treasure!" Other copy on the poster read: "Light as the humour of Cantor is the touch of the Underwood Portable."

Newspaper advertisements offered a copy of the Eddie Cantor booklet: "All my Jesting is Done on an Underwood Portable."

Copies of United Artist's Campaign Book, depicting Underwood window displays and advertising, were sent to 2000 theatre owners affording a great deal of valuable publicity for the entire UEF organization.

—*Associate Editor Trefzger*

Near East

DURING his recent trip to the Near Eastern countries, R. C. Hofer, European Sales Director, arranged various dealers' meetings and sales conferences at Alexandria, Cairo, Tel-Aviv and Haifa.

Our new dealers for Egypt, Messrs. Mansour & Lagnado, were delighted to receive their first shipments of machines, which included the Special Standard, Champion Portables and an assortment of Sundstrand machines. They are doing excellent work and operate attractive stores and efficient workshops, both in Alexandria and Cairo.

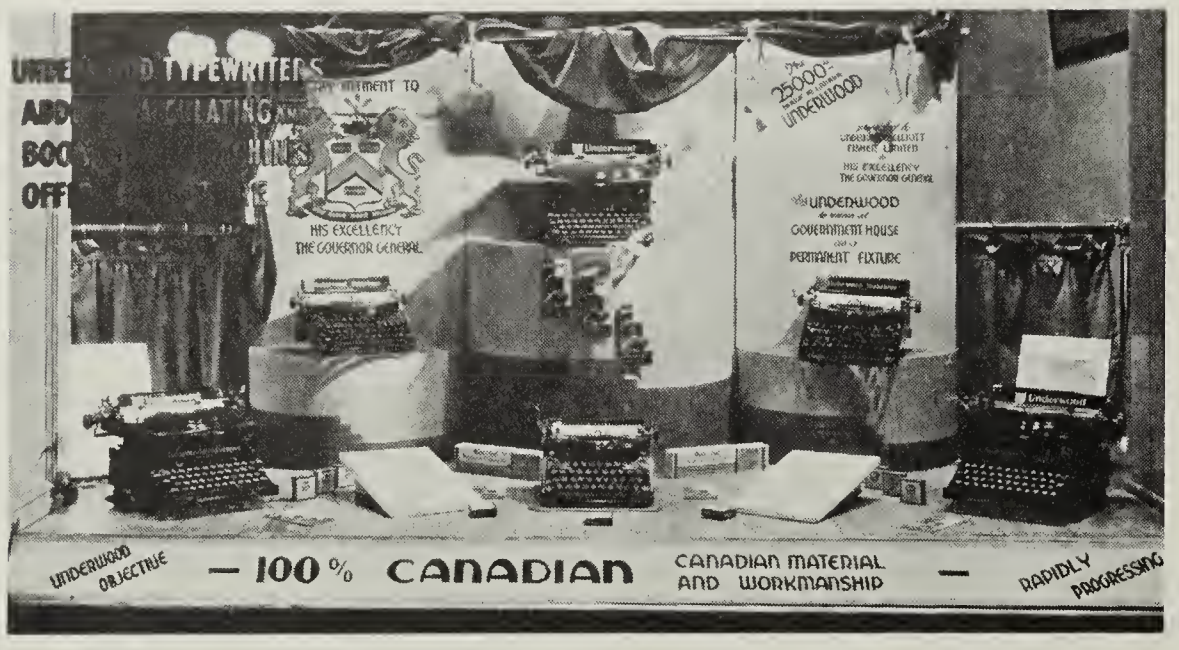
Palestine is covered by our good dealers, the Palestine Orient Co., Ltd., who have their store and head offices in Tel-Aviv's main thoroughfare, in a brand new building. Palestine Orient Co., Ltd., also have branch offices with stores and workshops in Jerusalem and Haifa. Mr. D. Wengrinowitsch, the owner and Managing Director of the Palestine Orient Co., Ltd., is assisted by Mrs. Wengrinowitsch and a keen and capable staff.

The three main cities in Palestine: Tel-Aviv, Jerusalem and Haifa, have developed with a Californianlike speed within the last two or three years, according to Mr. Hofer. From 1934 to 1935, Tel-Aviv increased its population from 90,000 to 135,000.

Irak's wealth of crude oil is transported to the Mediterranean by a 1000-mile long pipe-line, which is laid directly across the Arabian desert to Haifa, the terminus at the Mediter-

e Underwood Schools of Commerce in
H. Monk, Brighton branch manager;
A. Trefzger, managing director; Max-
and guest speaker.

ITALY: Wherever business men gather to discuss better ways of doing business, there is always a great deal of interest in the latest improvements in office appliances. The Milan Fair was no exception to the rule, and as happens wherever UEF products are sold, the exhibit of the Underwood Italiana S.A., shown at the right, attracted the attention of thousands.



OTTAWA: Featured in this attractive window display, is the 25,000th "Made in Canada" Underwood; which was presented to His Excellency the Governor General of Canada. This window attracted many hundreds of people during the two weeks' display. The color scheme of the background, according to Associate Editor Seitz, is two shades of green, gold and purple velvet. A majestic setting for the King of Typewriters.

ranean. One branch of the pipe-line extends to Syria, which is under French Dominion. The entire length of the pipe-line is continuously patrolled by aeroplanes.

Mr. J. Khouri, our dealer for Syria, with head office in Beyrouth, at the foot of the beautiful Liban Mountains, and Mr. C. M. Christoforides, our dealer for the Island of Cyprus, were also present at the meetings in Palestine. Both gentlemen have obtained some excellent results and our prospects in these territories are very promising.

"Altogether our Near Eastern territories, Egypt, Palestine, Syria and Cyprus," writes Mr. Hofer, "are showing increasingly good results. The abilities and efforts of our respective dealers, who have been appointed since early 1934, are best illustrated by the fact that within the period of the last 12 months the volume of their orders shows an increase of more than 400% over the yearly average 1928-1933."

Canada

Toronto

In submitting the accompanying photo of the mammoth snapping turtle, W. J. O'Reilly, head of the Supply Department in Canada, writes:

"Here is a snapshot of a Northern fresh-water snapping turtle.

"I caught the turtle some 150 miles north of Toronto, and after getting him on land and noticing the length of the claws and the size of the paws—about the size of those of a small bear—I had to admit to myself that, had I realized just what this chap was, I certainly would not have taken the chance of pulling him out of the lake with my hands.

"It took ten shots from a .22 rifle to bring him to a condition in which he could not move; but at that he was not dead"

Winnipeg

Jimmy Gibson, manager of the Winnipeg office, arranged a display of Portables and Sundstrands just prior to the closing of the schools in Manitoba, so that students could get an eyeful of what to look for in business.

Bill O'Reilly's eight-foot snapping turtle which he caught in his bare feet with his bare hands. If you don't think that's quite a feat to do with your hands, try it sometime!

An Ode to the UNDERWOOD

If Underwoods did but possess
  The power of speech; what tales of hate,
Of ardent love, of cold intrigue,
  Of Peace and War, could they relate.

So silent is the Underwood,
  A sound from it is scarcely heard;
Your inmost secrets will be safe,
  For it will not reveal a word.

By D. S. Lofthouse, C.A.
Branch Manager.
—Associate Editor Seitz

South Africa

PICTURED here is Gaby, 12-year old daughter of L. Brouckaert, in charge of accounting machine sales for Hortors Ltd., of Johannesburg, S. A. To Gaby goes the credit for the sale of an Elliott-Fisher to Stuttaford's Stores.

This customer is a seventy-year old firm which operates large department stores in Capetown, Johannesburg and Durban.

The question of machine accounting was first discussed with this firm two years ago but Mr. Stuttaford. Jr., was then in England and no action was taken. Meanwhile competition had offered a machine with electrical keyboard operation which was regarded very favorably.

Gaby was on her July holiday and very keen to take a trip to the Coast with Daddy. Although she is not a proficient typist she had acted as a lucky mascot on previous occasions.

On the appointed day the Secretary, Credit Manager, Chief Accountant and two other representatives of Stuttaford's came to our Johannesburg office to witness a demonstration.

As soon as they were seated Gaby inserted her first account, completed the posting clearing both crossfooters. She repeated the operation on a second account and then went back to the first account to prove the ease af aligning.

"This was sufficient," writes Mr. Brouckaert, "and taking her place at the machine, I pulled the audit sheet, brought the vouchers next to the postings to show that the job had been correctly done.

(*Continued on page* 20)

Mr. Brouckaert's twelve-year old demonstrator, Gaby.

District Doings

Atlantic

Boston

We conducted a training school for the men of the typewriter division from August 15 to 17. It was the unanimous vote of those who attended the school that the Sales Training Course and the Manual are a wonderful help to all salesmen. Everyone felt that the Educational Department has done an excellent job in the preparation of this material.

My boys are now more enthusiastic than ever about our Company and our products.

—*Associate Editor Prentice*

•

We welcome to the sales organization here, Martin J. Boyle, who will represent the Company in the adding machine division.

—*Associate Editor McBrien*

Hartford

Harold H. "Holly" Mandly, the likeable 20-year old cost clerk of the Hartford Works added another "Champion" to the "Home of Champions" on August 3, when he won the New England Amateur Golf Championship at Worcester, Mass., from Wilfred Crossley of the Norfolk Golf Club, Dedham, Mass., by the decisive score of 6 and 5 in the 36-hole finals. In the quarter - finals he defeated the nationally known T. Suffern Tailer 3 and 1.

"Holly" Mandly, Jr., 1935 New England Amateur Golf Champion.

Connecticut sports writers unanimously agree that the youthful "Holly" has the best swing of any amateur golfer in the State.

—*Associate Editor Goodale*

Springfield

George Aronson, Junior Typewriter Salesman of the Springfield office staff, has been transferred to supply sales.

•

Alexander Von Villas has been added to the Pittsfield Sub-branch force as a Junior Salesman under Mr. D. B. Skidd.

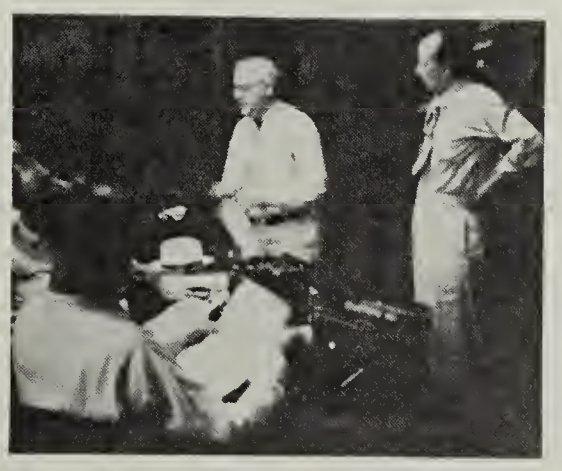
—*Associate Editor Ward*

The Boston typewriter division men go to school under the guidance of C. H. Prentice, branch manager, seated at the machine at the right.

Western

Des Moines

Our hats are off to Salesman F. H. Barger who has secured an order from the Roland Consolidated Schools, Roland, Iowa, for six Underwood Specials after overcoming the stiffest competition we have had in this territory in many a moon. All makes of machines were presented to the school board and one of our competitors was so sure of the business that he is still wondering what happened. The board did not buy a single one of his machines.



Branch Manager Bredimus conducts a class in the training school for salesmen, while Associate Editor Whitaker (right) waits for his cue.

Another interesting school sale was made by Salesmen M. C. Devitt and E. M. Hopper to the American Institute of Business, Des Moines. This school is rapidly coming to the front among the business schools of the State, and realizing the need for the best equipment they traded out 25 competitive typewriters and installed a like number of 11-inch Underwood Specials.

—*Associate Editor Whitaker*

Peoria

Salesman Chader of Decatur broke into a competitive account for the first time in twelve years with an order for 6 11-inch Underwood Standard typewriters and a chance to replace all other equipment as soon as it becomes three years old. Good work, Carl.

•

We welcome to the Peoria sales organization the following new men:

Jack H. Westover, accounting machine division. Mr. Westover has had years of accounting machine experience and we look for some complete installations.

Otto V. Seibenthal, adding machine division. Otto has been on both sides of the fence, having been in business for himself for years. He is all set to demonstrate the advantages of 3-Point Control to many of his former customers.

Here are the conferees at the South Bend training conference. Back row, l. to r., Branch Manager Hazelton, R. W. Seaman, R. S. Zinn, L. J. Berberger, L. V. Rogers, H. M. Warner and G. I. Kirkwood. Front row, l. to r., J. J. Whitehouse, E. C. Pirka, R. Doolcy and J. H. Obringer. The latter and L. V. Rogers are located at the Fort Wayne sub-branch.

R. H. Taylor, our Sales Agent at Bloomington, has moved into new quarters. If he and his crew continue to expand their business they will need even more room before long. They are telling the Underwood story in a very effective way, especially to some schools where Underwood has not been represented for many years.

•

The following letter from a customer in this territory really belongs in the class of Brain Teasers. Can you figure it out?

"Underwood Elliott Fisher Co.
Dear Sir:

Kindly let that excuse me while, how-soever, whether your office is very business. I have your check of August 7th, and want to thank you for your inquiry.

I bought a new Underwood portable typewriter from the Blank Company* on July 2, 1935. I was eashed first $5.00 down in July 2nd 1935. I am very sorry that I cannot pay $4.00 to you any more. I said I was repaying for $4.00 to the Blank Company* on August 2nd 1935. I was asked to pay $4.00 to you in September. I said I just refuse to pay it back to you. He said he must have to repay it back to you every months. I will promise to pay it back to him for every months. I will not forwarded to pay it back to you no more.

As it is only check to me as I have returned same to you via mail today. I will see if I will ask you to have get any Typewriter Course Free, Touch method Instructor. Thanks."

*Fictitious dealer's name.

—*Associate Editor Longenecker*

South Bend

Editor, UEF NEWS:

Even after 29 years of experienee in the typewriter business I am always ready to admit that I have much to learn. When I was handed the new "Salesman's Manual on the Underwood Standard Typewriter" I was somewhat skeptical as to it's real merit, after a rather hasty perusal of its contents.

However, I am glad to report that after the complete and earnest manner in whieh this book was discussed at our recent Sales Conference here in South Bend, I am altogether converted and I say, "Hats Off" to this lad Donovan. Some vocabulary.

The Conference, which was held in a room at a nearby hotel, was business from start to finish and in my experience such meetings have been rather unusual.

(Signed) R. W. Seaman

•

J. H. Obringer has been added to the typewriter sales division at our sub-branch in Fort Wayne.

•

I clipped the following from *Reveille* and like it so well that I am passing it on for other readers of the UEF NEWS:

SELF-PITY

"Many a man out looking for sympathy needs really two swift kicks properly placed."

ONE WHO begins to pity himself has lost his grip on life. There is a good deal of truth in the couplet:

"Laugh and the world laughs with you,
Weep and you weep alone."

At all events, time spent in seeking sympathy is time wasted. It could be used to better advantage in "gritting one's teeth" and facing what one must. It is the part of weakness to crouch beneath a load or to be disturbed when evils beset or dangers lie in the way, but the brave soul holds quiet possession of itself and bears its load without repining. Queen Elizabeth once said, "Cowards falter but danger is often overcome by those who nobly dare." I once heard Helen Keller say that when the President of Radcliffe College, thinking of the apparently insuperable difficulties of an attempt to get an education in the face of blindness and deafness and dumbness, advised her not to make the attempt, she said to him, "A good soldier never surrenders before the battle." Self-pity is surrender before the battle.

—*Associate Editor Hazelton*

Kansas City

From the dust-laden plains of Kansas City and the highways and byways of Missouri the roundup of salesmen from the Kansas City territory began on a hot Wednesday evening in July.

Thursday morning promptly at nine o'clock our Sales Training Conference began. The entire first day was devoted to the demonstration and sale of products of the typewriter division.

Friday and Saturday were devoted to the adding and accounting machines and Sunday morning was given over to a discussion of the various items in our line of supplies.

On Sunday afternoon we discussed maintenance agreements, service, daily reports, and school reports. When the session closed late Sunday each salesman pledged a definite volume of business he would produce during the

Kansas City's four-day sales training conference was attended by the group pictured below. Unless otherwise noted the conferees are members of the Kansas City organization. Back row, l. to r., R. Baldwin, Wichita; I. C. Rosa, Dodge City; H. D. Morgan, Wichita; H. M. Hanna; L. R. McCleary; O. L. Fahlenkamp; C. J. Piper; J. Nesbit; H. Tennyson, St. Joseph; T. A. Kinsey; B. S. Eicher, C. J. Boteler. Middle row, l. to r., L. R. Renschler, Salina; R. Holmes, Springfield; G. H. Perry; K. Schwartz, Fort Scott; H. W. Alexander, Wichita; I. Brewer; E. H. Dagwell and L. H. Lay, Topeka; E. J. Hilton, C. A. Bagby, Wichita; C. E. Brazeal, Springfield; R. Sutton, Emporia; and E. Tipton. Front row, l. to r., W. M. Sherman; C. R. Blackman; M. Pilcher; V. Huff; C. R. Hedrick, Joplin; H. Cockrum; L. Thomas; E. Laughead; H. Haddock, Sedalia; T. Houx and D. E. Conklin, branch manager (standing).

remaining five months of 1935 to increase our billings 25% over 1934.

This is the first time the Kansas City office ever held a four-day session and unquestionably the enthusiasm engendered will enable us to contribute our share toward winning the first prize for the Western District.

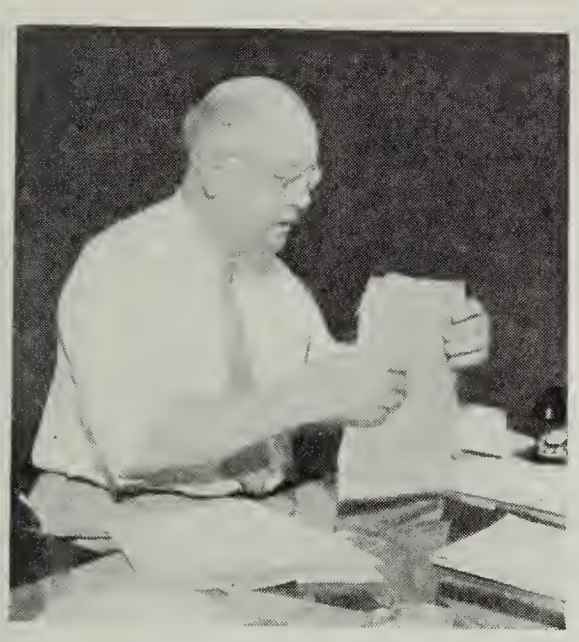
—*Associate Editor Conklin*

Chicago

Voice of Chicago Service

It's going to be "home cooking" for Evar Larson from now on, for on August 10th he was married at the North Side Methodist Church. Vern Booths was Evar's best-man and the ceremony was attended by many of the groom's fellow workers in the service department.

Good luck, Mr. and Mrs. Larson, and a life time of happiness.

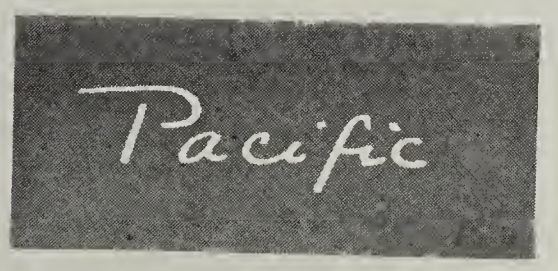


The candid-camera catches A. F. "Pete" or "Axel" Peterson, Chicago service manager, at his desk.

Paraphrasing the words of President Wagoner in his message at Montauk: If any Chicago serviceman fails to see what he would like to read in the NEWS; if he has a feeling that he has had no opportunity to have his news presented and carefully considered, it will be his own fault and a matter of great personal regret to yours truly,

—*Associate Editor Birmingham*

That goes for me, too.—Editor.



San Diego

Good business during the first six months of 1935 justified throwing a party and, accordingly, on August 10, all employees of this branch, their wives, husbands, girl friends and boy friends gathered at the Cafe of the World for a perfect dinner, the *piece de resistance* of which was "Arroz con pollo," a dish Jim Hoyt learned to love during his travels in South America.

Preceded by Martinis, lubricated with Sauterne and followed by Pommery Sec, the dinner was a huge success. When the party broke up in the wee, sma' hours, the consensus of opinion was that Jim had surpassed himself as an host and that all hands would continue their efforts during the remainder of the year to ensure the throwing of another such party as soon as possible.

—*Associate Editor Voorheis*

The UEF exhibit at the convention of the National Association of College Stores in San Francisco, featured the Portable line and included the Special and the Sundstrand adding machine. Visiting college store managers were especially attracted by the advertising displays, leaflets, folder and blotters which are available to portable dealers and sales agents.

Portland

Here's the kind of letter that would warm the cockles of anyone's heart:

Gentlemen:

Here's some praise that wasn't solicited for your silent Portable, model 77, and it comes straight from the shoulder, too.

I'm a reporter. Have been since my high school days when I pounded out my first sports story and got my first by-line, and I've used nearly every model of typewriter on the market. I whacked my way into the game on machines that varied from mills that would jump six feet every time I touched the space-bar down to your smooth-running portable.

Let me tell you that the silent model 77 has completely won my heart. It handles like the Underwood Standard, and it prints at the slightest touch. It takes all kinds of punishment, and it's easy to carry.

But best of all, it's silent. Some "silent" models yammer with more gusto than the managing editor when you ask for a raise, but this one whispers along with a gentle recoil that is absolutely soothing to the ear. I've used it in legislative sessions, and at football games in the same cubby-hole with the radio boys. I've used it in libraries and have even held it on my knees to take notes on a Sunday sermon.

Today, for instance, I took a train from Salem to Eugene, a two hours' ride. I had a story to write, bought a Pullman seat and ordered a table. I was just about to open up the typewriter when the conductor came along and said, "No typewriters in the body of the car."

I protested. No use. Finally, I said, "But, cap, this is a silent machine." He replied, "No such animal."

Well, sir, I took the machine out and demonstrated. After the third or fourth word he grinned and went his way, leaving me rejoicing in my Underwood.

Sincerely yours,

David N. Johnson

International News Service

Man of Parts
No. 5 Pressure Indicator

San Francisco

We exhibited our Portable and Standard typewriters at the Annual Convention of the National Association of College Stores at the St. Francis Hotel from July 31 to August 3. Managers from 80 college bookstores visited our booth and complimented us on having the most attractive display in the entire exhibit. We received a number of inquiries and feel that much good will was generated.

Salesman Frank Hall planned and arranged the exhibit and acted as the UEF representative throughout the Convention proceedings. He did a

swell job and won many friends for the entire organization.

—Branch Manager Young

Central

Youngstown

On August 14, Clarence T. Boulware, branch manager, addressed a luncheon meeting of the Optimist Club. The theme of Mr. Boulware's talk was the 1935 UEF Sales Camp at Montauk, Long Island, and the wonderful time enjoyed by all who were privileged to attend.

Grand Rapids

We are glad to be able to report that Branch Manager Branchaud's daughter, Helen, who was operated on for appendicitis while Mr. Branchaud was in New York, has recovered from her illness.

Eastern

Washington

When you call this office on the telephone now you will probably be greeted by Miss Mildred I. Gould, our new switchboard operator.

—Associate Editor Helwig

Scranton

Evan H. Evans is a new member of our adding machine division sales staff.

—Associate Editor Decker

Charlotte

We are extending congratulations and a new fall hat to Mr. A. F. Dancy of this office for the sale of 54 Special 11-inch Underwoods to the Mecklenburg County Board of Education. Out of 68 machines only 14 were purchased from a competitor.

This was a hard-fought battle and Salesman Dancy deserves much credit for securing the order.

—Associate Editor McDowell

Philadelphia

Franklin C. Doty and Wallace G. Higgins are two "new faces" around this office. Mr. Doty is a Junior Typewriter Salesman and Mr. Higgins has been assigned to the adding machine division.

—Associate Editor Hilliard

The men of the Washington branch got quite a kick out of this cartoon. Perhaps it helps to explain Washington's position at the head of the list!

Clerk of the House Complains Because Members Carry All the Typewriters Away.

Washington fills up the ranks with eleven new salesmen. Standing, l. to r., C. H. Shoemake, H. A. Nash, A. H. Miller, H. L. Akers, Ross Gleeson, C. W. Tiffany, J. I. Nicholas, W. E. Trible, F. G. Dawson and Bert Longstreet(not a "new" man, exactly, since he was a member of the 1934 All-Star Club). Seated, R. W. Murray and F. N. Benbow—all potential All-Stars.

New York

Charles Y. Grayson

Five or six years ago a man went up and down the length and breadth of this country, visiting branches, sub-branches and dealers telling UEF salesmen how to increase their sales of Underwood Noiseless typewriters.

Hundreds of men throughout the country remember Charlie Grayson and will be glad to learn that he is back in the fold and that soon they will have the pleasure of seeing his cheery smile again.

Mr. Grayson's affiliation with the typewriter industry dates back to 1901. In 1915 he became the first New York City salesman of the Noiseless Typewriter Company; advancing, in 1921, to the position of New York City Sales Manager. In 1923 he became Manager of National Accounts and later Special Representative.

In 1929 Mr. Grayson joined the Underwood organization for the purpose of preaching the Noiseless gospel. One of the best-informed men in the industry, those who have never met Mr. Grayson have a real treat in store. He has a story to tell about "Whispering Keys" and how to sell them.

Mr. Grayson is on the staff of H. J. Crewdson, Sales Manager, Typewriter

Charles Y. Grayson
(*Story on opposite page*)

Division, but Mr. Crewdson doesn't expect to see much of him.

Although Mr. Grayson's chief interest in life is the Noiseless, he is a darned good golfer and was, at one time, the uncrowned champion of 342 Madison Avenue . . . (or, at any rate, of the 17th floor). Mr. Grayson has four other absorbing interests: three of them, his three children; the fourth, horseback riding.

342 Madison

Our indefatigable newshawk turns in the following news under the caption: "Wedding Bells." This would have been very well a month ago but in the meantime we have been to two church weddings. There were bells in the belfries, we took sharp notice of that, but never a chime did we hear on either occasion.

Our question is, therefore, are there such things as wedding bells? We mean the kind that ring, not the papier-mâche ones, or is it all an illusion? Do the bride and groom, unconscious for the nonce of everything else, think they hear bells ringing, or what? Until we have some accurate information we must constrain ourself and merely head the following with the word:

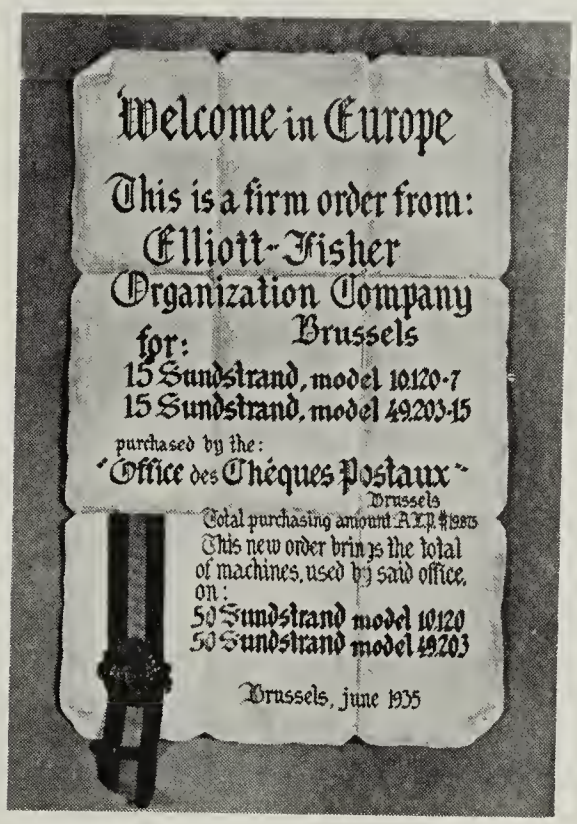
Weddings

On July 20, it was Theresa Miller, secretary to W. D. M. Simmons, School Sales Manager, who middle-aisled it, in the Little Church Around the Corner, with Albert Havell.

After a wedding breakfast at the Hotel Windsor, Mr. and Mrs. Havell departed on a honeymoon trip to Bermuda.

On August 3, Daniel Cupid scored another hit in the School Sales Division. This time it was Adele L. Stewart, George Hossfield's secretary, who promised to love, honor and cherish Mr. Henry A. Ahnemann. The ceremony was performed in the Church Parlors of St. John's M. E. Church, Brooklyn.

A charming wedding supper followed the clicking of the handcuffs (tsk! tsk! what will our wife think! Let's try again)—followed the tying of the nuptial knot (same difference!) and the happy couple made off in the general direction of the Catskill Mountains.



AT HOME ABROAD

F. D. Lehn, Export Manager, whose current mailing address is "Somewhere in Europe," was welcomed to Europe by an attractive four-page folder published for the occasion by the Basel office organization.

The first page of the folder showed Mr. Lehn's smiling countenance under this caption:

"WELCOME TO EUROPE"

Page two carried the following message in English, French and German. To save wear and tear on the printer we give it only in English:

WELCOME

Just one year ago our General Dealers in Europe had the pleasure of meeting Mr. Lehn on the occasion of his first visit to the Continent as Export Manager of Underwood Elliott Fisher Company. During the intervening year he has had an opportunity to get better acquainted with some of our Dealers and with countries far from his Home Land. We are delighted to have him visit our Dealers and Basel District Office again this summer, and extend to him a hearty welcome to Europe in the name of the European Continental District.

Brussels Sundstrand Organization says it with orders.

The third page contained a photographic illustration of the last statement in the above message. It is illustrated in the adjoining column.

The fourth page contained French and German translations of the message contained in the illustration.

A grand welcome for a grand Export Manager.

New York's UEF baseball team, which has just completed a very successful season, is shown, in part, below: Standing, l. to r., Jimmy Dragoo, second base; Larry Mulhall, pitcher; Johnny Hurley, catcher; Joe Nedza, right field; Lee Burman, pitcher; "Skinny" Arnold, mascot. Kneeling, l. to r., Fritz Young, right field; Bob Harris, center field; Eddie Strehl, left field; Gene Arnold, first base; Lew Sot, third base.
Other members of the team not shown in this picture are: Burt Kash, pitcher; Jerry Fitzgerald, catcher; Bob Drummond, left field; Ray Blossfield, short stop; Ray Fehl, first base; Howard Hanno, center field; George Fox, short stop; W. Hargreaves, manager and J. Mulhall, coach.

PAUL WEBB

Paul Webb, this month's new contributor, is perhaps best known for his mountaineer drawings which appear regularly in *Esquire*. We are indebted to *Esquire* for their willingness to allow Mr. Webb to do one of this series for our magazine.

Bowling News

PLANS BEING FORMED FOR UEF TOURNAMENT

The pneumatic rubber bowling trophy which, last season, bounced so rapidly from its Connecticut birthplace to New York, Chicago, and Grand Rapids is once again the subject of discussion.

Bowler Hargreaves of the Payroll Division has sounded out representatives of various teams who competed last Winter.

Bowler Hoffman of the Bridgeport Works writes: "We are in accordance with your suggestion for some kind of a bowling league for a trophy—either an elimination contest or a league with a season schedule with the team having the most points winning the trophy. I wish to nominate you as General Manager of the bowling tournament if someone will second the nomination."

Before you could say "Rubber buggy bumpers" three times, M. L. Branchaud, Grand Rapids branch manager, wrote in to second the nomination and to say: "We could make the UEF Bowling League a national affair by having as many offices as possible enter this League, using their official scores in the League in which they may be bowling in their respective cities once a week. Would be glad to assist in any way possible."

Then Walt Lippert, demon bowler of 342 Madison, writes this: "We are in hearty accord with Mr. Hoffman's suggestion that you perform as the League manager. The various bowlers at 342 would like to see a bowling league formed and see a team from 342 taking an active part. It would be an easy question to settle if we had a regular five-man team bowling weekly, but our set-up represents four 4-men teams. The personnel of each team changes every three weeks and is determined by the latest averages. This method keeps a very competitive spirit alive. A five-man team for any match game last year was composed of the first five high men in averages."

N. J. Van Dyne, Chicago's exponent of the ancient and honorable game of bowls, writes: "This office would welcome an opportunity to participate in a regular schedule of bowling. I have been discussing with the men here the possibility of getting up a Western District League, setting up a regular schedule for, perhaps, thirty weeks. Perhaps a League could be formed in each District and an elimination series run at the end of the season to determine the best UEF team in the United States.

"Regardless of what set-up is agreed upon, you may count us in and, if compatible with final plans we would like to enter two teams in any competition — one from the Service department and one from the Sales department.

"I second the nomination of Mr. Hargreaves for Manager of the Bowling League."

It looks, therefore, as though Brother Hargreaves has been elected.

Now the important thing is to get your office lined up; decide what type of tournament you think ought to be held; send in your suggestions to Mr. W. Hargreaves, Payroll Division, 63 Vesey Street, New York and then slip around to the corner alleys and get in a little pre-season practice.

Those who may have been discouraged by the high scores rolled by the Grand Rapids team last winter, may set their minds at rest for a handicap system is now under consideration to keep all teams on a keen, competitive footing.

Full details about the UEF Bowling Tournament will be included in the October issue of the UEF NEWS. Order your copy now. (*advt.*)

After many months of effort on the part of representatives of the typewriter, adding machine, accounting machine, and supply divisions; aided and abetted by the Sales Statistical and Publicity divisions, the new UEF Price Book has been published.

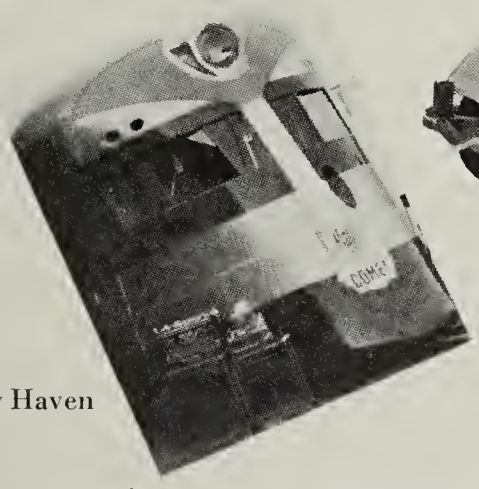
Shown below are T. A. Hughes of the Publicity division using the new Price Book in the sale of an Underwood Special to J. D. Donovan, Sales Educational Director, who appears to be pleased with his purchase.

Within the covers of this book is all the information a salesman needs for any type of installation, no matter how involved the selection of equipment may be. In addition to the help afforded the salesman in preparing the order, it also permits him to show the customer the various products available to help him speed his business.

Kansas City

Salina

Glendale



New Haven

U. E. F.
On Wheels

New Haven

Kansas City: The effectiveness of this delivery truck as an advertising medium is enhanced by the use of a painted banner with a movie tie-up. Is *your* truck doing a selling job?

Salina: Lester Renschler's bright and shining V8.

New Haven: The stream-lined "Comet" carries an Underwood and a Sundstrand, shown on the left, being operated by Miss Olive Matson. (*Photos by Bender*)

Glendale: C. C. Webber, sales agent, uses this snappy job to keep the citizenry UEF-conscious. Beside the truck are his two children.

Macon: Walter T. Tyson, sales agent, had this truck painted a vivid red which adds to its publicity value.

Boston: According to Branch Manager Prentice, UEF wheels did not always turn as fast as they do now.

London: UEF Ltd.'s fleet of city delivery trucks.

Macon

Boston

London

Paul W. Taylor

On July 23. Paul Wesley Taylor, member of the partnership of Taylor and Bierma, sales agents at Medford, Oregon, quietly succumbed to heart failure in his hotel room at Klamath Falls, Oregon.

P. W. Taylor

"P.W.," as he was known to all, was born in California and, when a young man, became associated with the Sundstrand agency at Reno, Nevada.

After Sundstrand was acquired by the Elliott - Fisher Company, Mr. Taylor was transferred to Medford by F. F. Wright, then Pacific District Manager. Later he and Jack Bierma, a veteran Underwood man, formed a partnership and became UEF sales agents.

Throughout all the mountains and valleys, lumber camps, and mining camps of southern Oregon and northern California, "P.W." earned the high regard of all with whom he came in contact. We shall never forget the good job he did.

—*Associate Editor Ehrsam*

OUR COVER

This month we present a cover by David Lockhardt, a young artist, still close enough to his own school days to remember how first-year typists attempt letter-writing before they have mastered the keyboard.

The situation depicted should prove amusing to your school customers and prospects. Show it to them. If they happen to be attractive teachers of typing perhaps they, too, have a secret crush on the redoubtable Mr. Gable!

Foreign News

(*Continued from page* 12)

" 'The work done by this child is quite correct, is it not.' I asked. 'Doesn't this prove that the Elliott-Fisher is remarkably simple and easy to operate?'

"Stuttaford's is considered one of the most difficult firms in the country to sell; but at four o'clock that afternoon I had their order for their first Elliott-Fisher machine."

—*Special Correspondent Brouckaert*

More Ethics

Mr. J. L. Seitz's clever and ethical analysis of the word BUSINESS in the February issue of the UEF NEWS calls for another story, which very nicely defines the word "Ethics":

Son: Dad, what is the meaning of the word Ethics?

Father: My son, you're too young for a dictionary definition; but I shall explain by using an example. As you know, Mr. Smythes and I are partners in business. Now, suppose some morning before Mr. Smythes comes in, a customer buys a hat for $2.89. He hands me a $10 bill and, by mistake, I give him change for a $5 bill. The customer does not notice the mistake and leaves the store. Now, the question of ethics is this: Should I tell my partner?

Controlling Salesmen's Activities

(*Continued from page* 4)

progress of a deal with this system, as the progress of the deal is taken care of in the accounting machine division by the 104 report, on which are recorded all active deals. In the typewriter and adding machine divisions a deal comes to a close very rapidly when it is once started.

We are, however, endeavoring to maintain a better control of a salesman's activities, spreading his efforts over his entire territory; and to prevent the common fault of shrinking his efforts to a few concerns. This simple plan seems to be accomplishing much toward that end.

Next Month

Entries in the UEF NEWS Camera Contest have come flooding in from all parts of the country and from foreign lands. See the October issue for the list of winners.

Associate Editors

Atlantic District

Albany, T. J. McMahon; Buffalo, Jack Tench; Hartford, A. A. Seymour; New Haven, R. A. Howard; Providence, R. L. Murphy and W. T. Austin; Rochester, Charlotte Smith; Springfield, R. E. Ward; Syracuse, F. M. Quirk; Boston, C. H. Prentice and H. T. McBrien; Portland, P. S. Donovan.

New York District

New York, G. A. Meinecke, A. H. Peters and A. Tirabassi; Comptroller's Dept., J. H. Gilmore; Treasurer's Dept., W. V. G. Riblet; Newark, H. L. Young.

Eastern District

Allentown, J. A. Downs; Baltimore, H. L. Disney; Charlotte, W. R. McDowell; Harrisburg, H. B. Taylor; Philadelphia, L. H. Hilliard; Richmond, Ogarita G. Myers; Scranton, L. E. Decker; Washington, H. H. R. Helwig and J. V. Brownell.

Central District

Akron, G. R. Windsor; Cincinnati, A. E. Zugelter; Cleveland, A. J. McNellan; Columbus, A. B. Chrisman; Detroit, O. O. Fair; Grand Rapids, Miss Ruth Schmidt; Lousiville, Harry Hitt; Pittsburgh, L. S. Webster; Toledo, J. R. Gardiner; Youngstown, C. T. Boulware.

Western District

Chicago, F. C. Snow, G. Birmingham (service); Davenport, F. M. Anglim; Des Moines, E. M. Whitaker; Green Bay, C. B. Bretzke; Indianapolis, Marion Darr; Milwaukee, C. M. Murphy; Minneapolis, S. S. Baker; Omaha, Marion Dennis; Peoria, A. V. Longenecker; Rockford, C. R. Oehler; South Bend, W. A. Hazelton; St. Louis, Miss M. Schmerge; Kansas City, D. E. Conklin.

Pacific District

Boise, A. J. Salisbury; Butte, W. Crist; Denver, A. D. Brown; El Paso, E. W. La Tourette; Fresno, L. A. Weitz; Los Angeles, W. J. Dietrick; Phoenix, G. G. Russell; Portland, F. G. Aff; Sacramento, A. G. Walsh; Salt Lake City, Berenice Daley; San Diego, J. J. Voorheis; San Francisco, Selma Stein; Seattle, Aurelia Lonseth; Spokane, R. C. La Torres.

Southern District

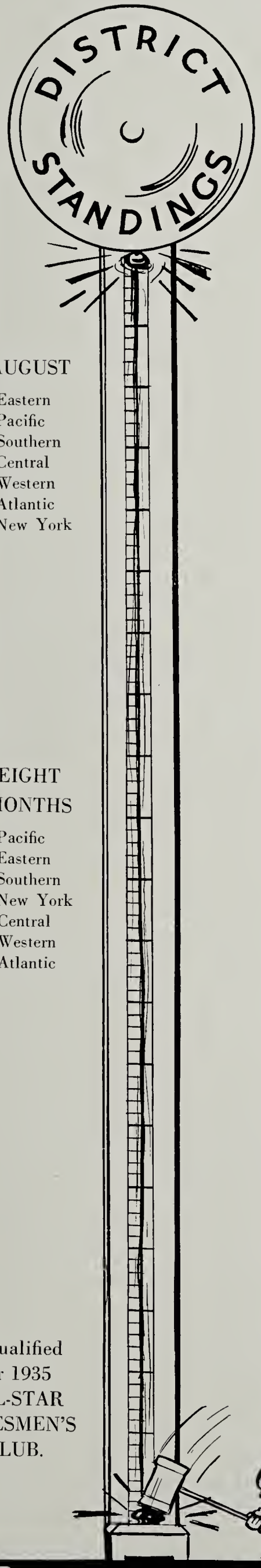
Atlanta, Ellen Cook; Birmingham, F. A. Knowles; Dallas, N. W. McCormick; Houston, O. H. Cook; Jacksonville, J. W. Roberts; Memphis, Sam Cooper; Nashville, J. A. Pittman; New Orleans, J. L. Videau; Oklahoma City, M. A. Babcock.

Export F. D. Lehn.

Service George Bender.

Foreign

Austria, K. Weiss; Austria and Balkans, S. Surmagne; Belgium, J. LePas; Bulgaria, E. Warthanesian; Canada, J. L. Seitz; Czechoslovakia, K. Tuebner; Cyprus, Miss A. Marcoullides; Denmark, A. Laursen, and P. Mogelvang; England, E. A. Trefzger; Estonia, K. Rosenberg; France, L. Grandjean; Germany, A. Lorant; Hungary, Dr. P. Kovacs; Italy, Dr. G. G. Roseo; Latvia, O. A. Hansen; Norway, D. Bentzen; Poland, H. Diering; Spain (Barcelona), E. Truniger; (Madrid), A. Stoecklin; Sweden, B. Henning; Switzerland, A. Reinle; Syria, J. C. Khouri.



AUGUST

1. Eastern
2. Pacific
3. Southern
4. Central
5. Western
6. Atlantic
7. New York

EIGHT MONTHS

1. Pacific
2. Eastern
3. Southern
4. New York
5. Central
6. Western
7. Atlantic

★Qualified for 1935 ALL-STAR SALESMEN'S CLUB.

BRANCH STANDINGS

AUGUST

1. Washington
2. San Diego
3. Boise
4. El Paso
5. Sacramento
6. Green Bay
7. Salt Lake City
8. Portland, Ore.
9. Oklahoma City
10. Seattle
11. Fresno
12. Dallas
13. Peoria
14. Houston
15. Atlanta
16. San Francisco
17. Jacksonville
18. Detroit
19. Indianapolis
20. Kansas City
21. Los Angeles
22. Denver
23. Albany
24. Chicago
25. Louisville
26. Memphis
27. New Orleans
28. Rochester
29. Columbus
30. Des Moines
31. Toledo
32. Pittsburgh
33. Butte
34. Davenport
35. Milwaukee
36. Nashville
37. New Haven
38. Birmingham
39. Baltimore
40. Harrisburg
41. South Bend
42. Spokane
43. Omaha
44. Youngstown
45. Rockford
46. St. Louis
47. Grand Rapids
48. Charlotte
49. Boston (T)
50. Hartford
51. Phoenix
52. Philadelphia
53. New York (T)
54. Springfield
55. Cincinnati
56. Akron
57. Allentown
58. Richmond
59. Minneapolis
60. Providence
61. Cleveland
62. Newark (AA)
63. Syracuse
64. Portland, Me.
65. Scranton
66. Boston (AA)
67. Buffalo
68. New York (AA)

EIGHT MONTHS

1. Washington
2. Salt Lake City
3. San Diego
4. Butte
5. El Paso
6. Atlanta
7. Oklahoma City
8. Sacramento
9. Boise
10. Houston
11. Hartford
12. Spokane
13. Denver
14. Seattle
15. Phoenix
16. Portland, Ore.
17. New Orleans
18. San Francisco
19. Green Bay
20. Dallas
21. Los Angeles
22. Detroit
23. Fresno
24. Nashville
25. New York (T)
26. Richmond
27. Jacksonville
28. Birmingham
29. Memphis
30. Charlotte
31. Peoria
32. Chicago
33. Indianapolis
34. South Bend
35. Cincinnati
36. Columbus
37. Des Moines
38. Harrisburg
39. Davenport
40. Akron
41. Omaha
42. Pittsburgh
43. Milwaukee
44. Kansas City
45. Baltimore
46. Rochester
47. Rockford
48. Philadelphia
49. Youngstown
50. Albany
51. New Haven
52. Louisville
53. Providence
54. Toledo
55. St. Louis
56. Boston (T)
57. Springfield
58. Minneapolis
59. Syracuse
60. Allentown
61. Grand Rapids
62. Cleveland
63. Boston (AA)
64. New York (AA)
65. Newark (AA)
66. Portland, Me.
67. Scranton
68. Buffalo

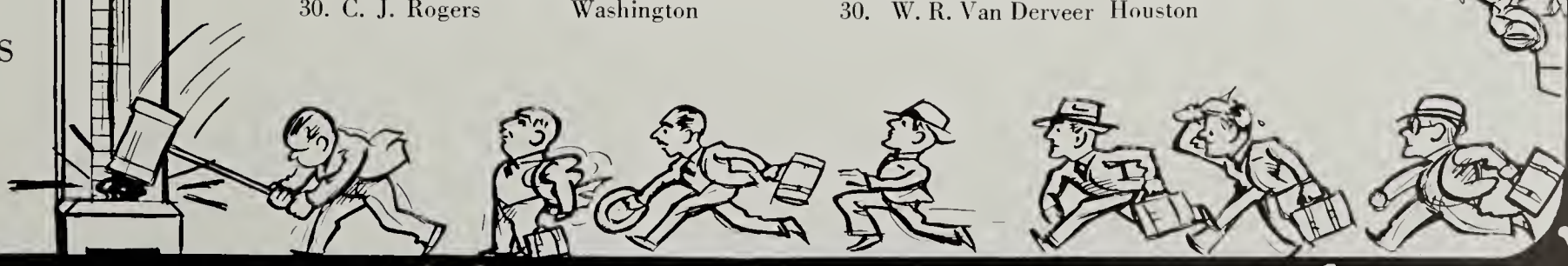
SALESMEN'S STANDINGS

AUGUST

1.	W. W. Francis	Washington
2.	R. G. Youngren	Chicago
3.	J. Burton	Chicago
4.	R. M. Stamps	Washington
5.	L. H. DeVogt	Detroit
6.	J. S. Larson	Albany
7.	E. C. Atkerson	Birmingham
8.	H. H. R. Helwig	Washington
9.	F. C. Diedrich	Washington
10.	R. Lawson	Pittsburgh
11.	E. L. Peach	Pittsburgh
12.	F. H. Barger	Des Moines
13.	A. T. Wakelyn	Jacksonville
14.	W. L. F. Hossford	Detroit
15.	L. T. Turner	Detroit
16.	O. Ebershoff	Indianapolis
17.	A. H. Haddock	Kansas City
18.	J. E. Lukey	Boston
19.	H. G. Colclough	Detroit
20.	C. E. Lindstrom	Sacramento
21.	R. R. Franks	Seattle
22.	I. B. Altman	Detroit
23.	W. J. Modrack	Detroit
24.	D. L. Short	Portland, Ore.
25.	F. M. Clothier	Harrisburg
26.	T. M. Fisher, Jr.	Boise
27.	C. R. Fleming	San Francisco
28.	W. R. VanDerveer	Houston
29.	E. Fisch	New Haven
30.	C. J. Rogers	Washington

EIGHT MONTHS

1.★	W. W. Francis	Washington
2.★	R. G. Youngren	Chicago
3.★	L. T. Turner	Detroit
4.★	J. Burton	Chicago
5.★	F. C. Diedrich	Washington
6.★	W. J. Modrack	Detroit
7.★	A. G. Landrus	Washington
8.★	H. H. R. Helwig	Washington
9.★	C. J. Rogers	Washington
10.★	J. F. Grady	Washington
11.★	F. M. Clothier	Harrisburg
12.	L. P. Bahan	New Orleans
13.	R. M. McCleary	New York (AA)
14.	J. C. Eckstrom	Sacramento
15.	J. S. Larson	Albany
16.	H. B. Hillis	Los Angeles
17.	J. A. Fallon	New York (AA)
18.	A. T. Wakelyn	Jacksonville
19.	J. T. Lafferty	New York (T)
20.	C. A. Teal, Jr.	Philadelphia
21.	T. A. Bowdoin	Charlotte
22.	R. M. Stamps	Washington
23.	R. R. Franks	Seattle
24.	E. A. Heberg	Chicago
25.	M. M. Shaver	San Francisco
26.	W. C. Berg	Pittsburgh
27.	O. M. McCracken	Indianapolis
28.	J. J. Voorheis	San Diego
29.	C. R. Hedrick	Kansas City
30.	W. R. Van Derveer	Houston



Five million more than

"Typin's Got *Writin'* Beat a Mile"

Start Them Off Right in the New School Term!

A TEACHER of Junior High School Grades said recently, "I always encourage the use of Portable Typewriters by students. Typing develops clean-cut expression... makes the work itself more interesting and creates a feeling of pride that otherwise seems to be lacking. Besides, because of the *amount* of work a pupil must do these days, typing is often essential from the standpoint of speed."

• • •

The Underwood Champion Portable is the very last word in personal typing machines. Equipped with the new Champion Keyboard (exclusively Underwood) it offers greater beauty, speed and fingering comfort while new engineering refinements and improvements make its operation ever so much *quieter*. The new and longer line space lever and a host of other features give it remarkable, easy writing qualities.

Lucky indeed is the boy or girl who returns to school this Fall, equipped with an Underwood Champion Portable. Made by the Typewriter Leaders of the World, it is a full-fledged writing machine, capable of doing a real typing job. World-famous typists using the "Champion" have actually equalled their record typing performances.

See the Underwood Champion Portable at the nearest Underwood Elliott Fisher Branch. Every Underwood Typewriter is backed by nation-wide, company-owned service facilities.

UNDERWOOD
Champion
PORTABLE
with the Champion Keyboard